

CUSTOMER NO.: 24498  
Serial No.: 10/018,070  
Final Office Action dated: July 25, 2006

PATENT  
RCA 89,470



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Wanda Green Thompson, et al.  
Serial Number: 10/018,070  
Atty. Dkt: RCA 89,470  
Filing Date: October 25, 2001  
For: ADVERTISEMENT SELECTION BASED ON USER  
ACTION IN AN ELECTRONIC PROGRAM GUIDE  
Art Unit: 2612  
Examiner: Shirley Lu

**RESPONSE TO FINAL OFFICE ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the final Office Action dated July 25, 2006, for which a response is due October 25, 2006, please enter the following amendments and remarks/arguments in the above-identified application.

**Listing and Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.